

- (i) **marketing** (especially marketing mix or marketing strategies for the 4P's of product, price, promotion and place strategies).
- (ii) **employment relations** (key management issues surrounding staff and employer relations) if the business has employees.
- (iii) **accounting and finance** (financing the business and keeping financial records). Some indication of the current financial position of the business, financial records that are kept and financial reports that are currently generated. How records are kept and the role of IT.
- (iv) **operations management** (which includes physical inputs, stock, production scheduling, equipment and maintenance, supply chain and suppliers and so on).

*some people add photos of machinery.*

9. **Administration of the business** (office and office records as well as Information Technology in use).

10. **Management and control of the business.** *who are managers*

11. **Business Planning** (does one exist, is it formally written down, reason for a business plan). *Do they have one, what does it show.*

12. **Have a suitable and appropriate appendix.** Include **examples of any secondary sources of information that you read** or looked at, including web pages if used. You may wish to **show what questions you asked your business person when you interviewed that person.** **However do not present the report as a list of Questions and Answers.** **Include the business contact details** (a business card is the best way to show this).

### Special Note:

Obviously depending on the business and the quality / accuracy of your research you may report some of the above more thoroughly (in more detail) than other parts of your business case study.

**Good Luck!**

**Mr. Newell and Mr. Corbett.**

**27/06/2008**